



Keep Durham Beautiful, Inc. News Release

101 City Hall Plaza
Durham, NC 27701

For Details Contact:

Dorothea Pierce
Executive Director
phone: (919) 560-4186
cell: (919) 691-4948
dorothea@keepdurhambeautiful.org

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Keep Durham Beautiful Honored by Keep America Beautiful For Fourth Consecutive Year

*2008 Keep America Beautiful President's Circle Awards presentation at Anniversary National Conference in
Washington, DC*

Durham, N.C. – Keep Durham Beautiful received a Keep America Beautiful President's Circle Award at the President's Circle Luncheon, which took place during Keep America Beautiful's National Conference in Washington, DC. The President's Circle Award recognizes exemplary effort made by affiliates in Keep America Beautiful's Network of Affiliates to reduce litter, minimize waste, and beautify and improve their local communities.

In qualifying for a President's Circle Award, Keep Durham Beautiful has met Keep America Beautiful's standards of excellence by conducting an annual Litter Index, calculating the affiliate's cost/benefit ratio, and engaging volunteers to take greater responsibility for their community environment. In addition, award recipients must conduct activities in Keep America Beautiful's three core focus areas of litter prevention, waste reduction, and beautification/community improvement.

"Keep America Beautiful is committed to making a simple premise work in communities across the nation - engaging individuals to take greater responsibility for improving their community environments," said Keep America Beautiful President Matthew M. McKenna. "One of our national organization's most effective tools is the grassroots network of affiliate organizations, which have an impact on more than 165 million American's every year.

"Our affiliates are providing real solutions to problems like litter, graffiti, illegal dumping, and other community blights," added McKenna, in announcing the 2008 award winners. "By enabling people of all ages to participate in community improvement efforts, Keep Durham Beautiful is represented among the best in promoting the values Keep America Beautiful espouses nationally."





In 2008 Keep Durham Beautiful had 1,341 volunteers that contributed almost 8,000 hours at over 360 events across Durham. Volunteers came from neighborhoods and schools across Durham as well as from corporations such as GlaxoSmithKline, Fidelity Investments and the Durham Realtors Association. Projects were as varied as litter cleanups, road and park adoption, planting gardens and trees, and using community evaluation tools like the KDB Litter Index and the City's ComNET assessment tool.

"We are really excited about receiving this award for our fourth year as an affiliate" said Keep Durham Beautiful Board Chair Sylvia Le Goff. "Our volunteers and corporate sponsors understand that appearance is an issue that touches every person in Durham. Appearance affects crime, employment opportunities, home values, and even health. The dedication of our volunteers makes all the difference in what the organization is capable of achieving. Durham should be proud of this effort and we will build on it moving forward."

- Litter Index: The Keep America Beautiful Litter Index is a tool used by affiliates to measure litter from year to year, and tracking their progress in remedying the problem. Each year, participating affiliates grade their communities during a drive-by examination of the same areas at the same time of the year to assess if the area is more or less littered. This provides an indication of the success of each community's anti-littering education and other anti-littering programs. Keep Durham conducts its Annual Litter Index in February.
- Cost/Benefit Analysis: This measurement tool enables Keep America Beautiful affiliates to demonstrate their ability to leverage community resources by determining the dollar value returned to the community for every government dollar invested.
- ComNET: Computerized Neighborhood Environment Tracking (ComNET) enables citizens to use easily operated handheld computers to assess street level appearance issues. ComNET adds a new layer of citizen-government communication, accountability and citizen oversight. This technology addresses the important missing link by adding the voices of the public to government performance reporting and explores alternative approaches to remedying conditions.

KDB is a nonprofit, volunteer organization working in partnership with the City and County of Durham to bring private businesses, citizens, and community organizations together to conserve and enhance the appearance and environment of Durham. To learn more about KDB, visit their website at <http://www.keepdurhambeautiful.org>. For more information about participating in future KDB events and activities, contact Dorothea Pierce, executive director for KDB, at 919-560-4186, extension 252 or at dorothea@keepdurhambeautiful.org